ORDER

FOX 11

Orders	Order / Rev:	**4083389**			
	Alt Order #:	Political Issue			
	Product Desc:	TRUTH IN LAB. YES 37			
	Estimate:	11		**KTTV**	
	Flight Dates:	10/30/12 - 11/05/12	Primary AE:	Scott Aungst
	Original Date / Rev:	10/29/12 / 10/29/12	Sales Office:	L-LA
	Order Type:	GENERAL	Sales Region:	Local

Agency	Name:	**Store Front Political Media**		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		250 Sutter Street	Billing Cycle:	EOM/EOC
		San Francisco, CA 94108	Agency Commission:	15%

Advertiser	Name:	**CA Truth in Label/ Yes on 37**		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PL2	Order Separation:	00:15:00
	Priority:	Political Issue	Advertiser External ID:	
	Revenue Codes:	AGY, POL, POL-ISS	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	16	$24,500.00	$20,825.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	16	$24,500.00	$20,825.00	0.00
Totals	16	$24,500.00	$20,825.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Marilyn Citron	N-SFO	National	Start Of Order - End Of Order	100%
Scott Aungst			Start Of Order - End Of Order	0%

Order Share	Share	Total
KTTV	10%	$24,500.00
Market	100%	$245,000.00

Competitive Share	Share	Total
CABLE	0%	$0.00
KABC	0%	$0.00
KCAL	0%	$0.00
KCBS	0%	$0.00
KCET	0%	$0.00
KCOP	0%	$0.00
KDOC	0%	$0.00
KHIZ	0%	$0.00
KHSC	0%	$0.00
KIDN	0%	$0.00
KJLA	0%	$0.00
KLCS	0%	$0.00
KMEX	0%	$0.00
KNBC	0%	$0.00
KOCE	0%	$0.00
KPXN	0%	$0.00
KRCA	0%	$0.00
KRPA	0%	$0.00
KSCI	0%	$0.00

KTBN	0%	$0.00	
KTLA	0%	$0.00	
KVCR	0%	$0.00	
KVEA	0%	$0.00	
KVMD	0%	$0.00	
KWHY	0%	$0.00	
UNKWN	90%	$220,500.00	

Order / Rev:	4083389	Advertiser: CA Truth in Label/ Yes on 37
Alt Order #:	Political Issue	Product Desc: TRUTH IN LAB. YES 37 **KTTV**
Flight Dates:	10/30/12 - 11/05/12	Estimate: 11

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KTTV	11/05/12	11/05/12	M-F 6a-7a News Fox 11 AM News at 6a	CM	6a-7a	M- - - - - -	:30	1	$1,200.00	Politic	0.00	NM	1	$1,200.00

FOX 11 NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 11/05/12	11/11/12	M- - - - - -	1	$1,200.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	KTTV	11/05/12	11/05/12	M-F 7a-9a News GDLA News	CM	7a-9a	M- - - - - -	:30	1	$1,400.00	Politic	0.00	NM	1	$1,400.00

GDLA

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 11/05/12	11/11/12	M- - - - - -	1	$1,400.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	KTTV	11/05/12	11/05/12	M-F 9a-10a News Good Day LA	CM	9a-10a	M- - - - - -	:30	1	$700.00	Politic	0.00	NM	1	$700.00

GDLA

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 11/05/12	11/11/12	M- - - - - -	1	$700.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	KTTV	11/05/12	11/05/12	M-F 10a-1030a News Fox 11 AM News at 10a	CM	10a-1030a	M- - - - - -	:30	1	$1,000.00	Politic	0.00	NM	1	$1,000.00

FOX 11 NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 11/05/12	11/11/12	M- - - - - -	1	$1,000.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	KTTV	11/05/12	11/05/12	M-F 12p-1230p Fox 11 News at Noon	CM	12p-1230p	M- - - - - -	:30	1	$400.00	Politic	0.00	NM	1	$400.00

FOX 11 NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 11/05/12	11/11/12	M- - - - - -	1	$400.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KTTV	10/30/12	10/30/12	M-F 7p-730p PA 1 BIG BANG THEORY	CM	7p-730p	- T- - - - -	:30	1	$3,000.00	Politic	0.00	NM	1	$3,000.00

BIG BANG

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 10/29/12	11/04/12	- T- - - - -	1	$3,000.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	KTTV	10/31/12	10/31/12	M-F 7p-730p PA 1 BIG BANG THEORY	CM	7p-730p	- - W- - - -	:30	1	$3,000.00	Politic	0.00	NM	1	$3,000.00

BIG BANG

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 10/29/12	11/04/12	- - W- - - -	1	$3,000.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8	KTTV	11/01/12	11/01/12	M-F 7p-730p PA 1 BIG BANG THEORY	CM	7p-730p	- - - T- - -	:30	1	$3,000.00	Politic	0.00	NM	1	$3,000.00

BIG BANG

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 10/29/12	11/04/12	- - - T- - -	1	$3,000.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
9	KTTV	11/02/12	11/02/12	M-F 7p-730p PA 1 BIG BANG THEORY	CM	7p-730p	- - - - F- -	:30	1	$3,000.00	Politic	0.00	NM	1	$3,000.00

BIG BANG

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 10/29/12	11/04/12	- - - - F- -	1	$3,000.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
10	KTTV	11/05/12	11/05/12	M-F 10p-11p News Fox 11 Ten O'clock News	CM	10p-11p	M- - - - - -	:30	1	$2,500.00	Politic	0.00	NM	1	$2,500.00

FOX 11 NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 11/05/12	11/11/12	M- - - - - -	1	$2,500.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
11	KTTV	11/05/12	11/05/12	M-Su 1-2a LateNews Rec FOX 11 News Repeat	CM	1a-2a	M- - - - - -	:30	1	$300.00	Politic	0.00	NM	1	$300.00

FOX 11 NEWS

Order / Rev:	4083389		Advertiser:	CA Truth in Label/ Yes on 37	
Alt Order #:	Political Issue		Product Desc:	TRUTH IN LAB. YES 37	**KTTV**
Flight Dates:	10/30/12 - 11/05/12		Estimate:	11	

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
11	KTTV	11/05/12	11/05/12	M-Su 1-2a LateNews Rep FOX 11 News Repeat	CM	1a-2a	M- - - - - -	:30	1	$300.00	Politic	0.00	NM	1	$300.00

FOX 11 NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 11/05/12	11/11/12	M- - - - - -	1	$300.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
12	KTTV	10/30/12	10/30/12	M-F 1130-12a LF 2 30 ROCK	CM	1130p-12a	- T- - - - -	:30	1	$1,000.00	Politic	0.00	NM	1	$1,000.00

30 ROCK

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 10/29/12	11/04/12	- T- - - - -	1	$1,000.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
13	KTTV	10/31/12	10/31/12	M-F 1130-12a LF 2 30 ROCK	CM	1130p-12a	- - W- - - -	:30	1	$1,000.00	Politic	0.00	NM	1	$1,000.00

30 ROCK

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 10/29/12	11/04/12	- - W- - - -	1	$1,000.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	KTTV	11/01/12	11/01/12	M-F 1130-12a LF 2 30 ROCK	CM	1130p-12a	- - - T- - -	:30	1	$1,000.00	Politic	0.00	NM	1	$1,000.00

30 ROCK

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 10/29/12	11/04/12	- - - T- - -	1	$1,000.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	KTTV	11/02/12	11/02/12	M-F 1130-12a LF 2 30 ROCK	CM	1130p-12a	- - - - F- -	:30	1	$1,000.00	Politic	0.00	NM	1	$1,000.00

30 ROCK

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 10/29/12	11/04/12	- - - - F- -	1	$1,000.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
16	KTTV	11/05/12	11/05/12	M-F 1130-12a LF 2 30 ROCK	CM	1130p-12a	M- - - - - -	:30	1	$1,000.00	Politic	0.00	NM	1	$1,000.00

30 ROCK

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 11/05/12	11/11/12	M- - - - - -	1	$1,000.00	0.00

				Totals	16	$24,500.00